

Amendment A
Inventor Name: Warren McKinney
Attorney Docket No.: 717228.7

SPECIFICATION AMENDMENTS

IN THE SPECIFICATION:

Please replace the second paragraph on Page 6 with the following amended paragraph:

Adhesive is applied to each of the surfaces 37 and 38 of the attachment device 7. The adhesive layer 35 is preferably a permanent adhesive, i.e., cannot be reused to readhere. In a preferred embodiment, the entire back surface 38 of the attachment device 7 has adhesive 35 on the carrier 31 applied thereto. The adhesive 35 is preferably a permanent adhesive that is shrink resistant such as M1270 from Findley. The peel strength of the adhesive 35 to the carrier 31 and the peel strength of the adhesive 35 to the panel 3 preferably exceeds the peel strength of the adhesive 33 to the card 5. Likewise, the peel strength of the adhesive 33 on the carrier 31 also exceeds the peel strength of the adhesive 33 to the card 5. Also, the peel strength of the panel 3 is such that the card 5 will peel from the adhesive 33 before there is a failure in the material of the panel 3 to ensure that the card 5 can be removed from the attachment device 7 while allowing it to be reapplied thereto. The adhesive 33 is preferably a reusable adhesive, such as M1785 from Findley, which prevents removal of the card 5 from the attachment device 7 while allowing the attachment device 7 to remain as a monolithic structure itself and with the panel 3. The adhesive 33 may be applied in at least one spot with a plurality of spots being shown in FIG. 1. Removal of the card 5, by the use of a reusable adhesive, allows a card to be removed either for reattachment or for use by the consumer while leaving little or no residue of the adhesive 33

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thereon. The attachment device 7 may be provided for the assembly process of the display assembly 1 on an elongate strip as more fully described below.